

ABSTRACT

By providing a pre-printed housing member which automatically expands from a flat, generally two-dimensional configuration into a three-dimensional promotional display and also incorporating sound generating means which is activated simultaneously with the movement of the display member from its substantially flat, planar configuration into its three-dimensional configuration, a unique, hands-on, printed, visually exciting and interest-generating, advertising/promotional product is obtained. In the preferred embodiment, an audio producing circuit is automatically activated simultaneously with the automatic movement of the display member from its two-dimensional configuration into its three-dimensional configuration. In this way, a visually exciting, interest generating, multi-sense impacting, advertising/promotional display member is realized.